




# HowTo.gov

## Helping agencies deliver a great customer experience

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Helping agencies deliver a great customer experience


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WEB CONTENT | SOCIAL MEDIA | CONTACT CENTERS | TECH SOLUTIONS | COMMUNITIES | CUSTOMER SERVICE

### HowTo Highlight: Create a Successful Blog


Does your agency want to start a blog? Do you have a blog but it's not performing as you'd hoped? Either way, we can help! Learn how to create a successful blog with step-by-step checklists, training, best practices, blog tools and more. Visit [How to Blog](#).






**Web Content**

Federal web requirements, content management, usability, analytics, accessibility, web writing, search...




**Social Media**

Terms of Service agreements, new media, profiles, video, social networks, images, challenges & contests...



**Contact Centers**

Managing customer email, in-person and telephone support, web chat, FAQ



**Tech Solutions**

Cloud computing, mobile, apps, data, search tools, website development & support...

### TRAINING

Jan 6 [Meeting Federal Web Requirements](#)

Jan 23-26 [Delivering Great Customer Service](#)

Feb 23 [Proven Strategies for Readable Content: The Content Manager's Playbook](#)

[view all training >](#)

### CONVERSATIONS

[GovtInfoMedia](#) Looking 4 contact person at @delicious. We've emailed their general inbox + help desk + Tweeted them but no avail. Thanks [3 days 1 hour ago](#)

[GovtInfoMedia](#) Good video! RT @AndrewPWilson Social Media & the Workplace - goal is add value & build trust from @commoncraft [3 days 2 hours ago](#)

[GovtInfoMedia](#) FOC celebrates 1st anniversary of #opengov directive. Check out list of accomplishments and provide comments: [go.usa.gov/tmvt](#) [3 days 22 hours ago](#)

[View all tweets](#)

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## Channels

- Web Content
  - Requirements, usability, management & governance...
- Social Media
  - Citizen engagement, challenges, contests...
- Tech Solutions
  - Cloud computing, mobile, CMS, search...
- Contact Centers
  - Call centers, email, in-person service...
- Communities
  - Web/new media, technologists, contact center managers...
- Customer Service
  - Training, strategic planning, principles...

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Home » Social Media

### Social Media

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**HIGHLIGHTS**

- [Use USA.gov URL shorteners to share government info](#)
- [Federal-friendly Terms of Service agreements with social media providers](#)
- [Challenge.gov challenge and contest platform for federal agencies](#)

**Types of Social Media**

- [How to Blog](#)
- [Social Networks](#)
- [Microblogs \(Twitter, etc.\)](#)
- [Wikis](#)
- [Video](#)
- [Podcasts](#)
- [Discussion Forums](#)
- [RSS Feeds](#)
- [Social Media Releases](#)
- [Photo Sharing](#)

**Using Social Media in Government**

- [USA.gov URL Shorteners](#)
- [Terms of Service Agreements](#)
- [APPS.gov NOW](#)

**Challenges & Contests**

- [How to Run an Apps Challenge](#)
- [About Challenge.gov](#)
- [Promoting a Challenge or Contest](#)

**Open Government**

**TRAINING**

Mar 17-18 [2011 Web and New Media Conference](#)

[More Training »](#)

**HOWTO VIDEO**

[How to Use Social Media Strategically in the Federal Government](#)

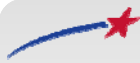
[More HowTo Videos »](#)

**CONVERSATIONS**

**GSA** [GovNewMedia](#) How you can help #Japan #Earthquake & #Tsunami Survivors & families [www.interaction.org/#eqjp](#) (via @CraigatFEMA)

**GSA** [GovNewMedia](#) RT @sheiladusa USGS hosting live chat to answer questions from the public about #tsunami [bit.ly/hhP9ZM](#)

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## FWMC Customer Service Goals

- When people need government information or services, they should be able to:
  - Easily find relevant, accurate, and up-to-date information;
  - Understand information the first time they read it;
  - Complete common tasks efficiently;
  - Get the same answer whether they use the web, phone, email, live chat, read a brochure, or visit in-person;
  - Provide feedback and ideas and hear what the government will do with them;
  - Access critical information if they have a disability or aren't proficient in English.



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## HowTo.gov Is...

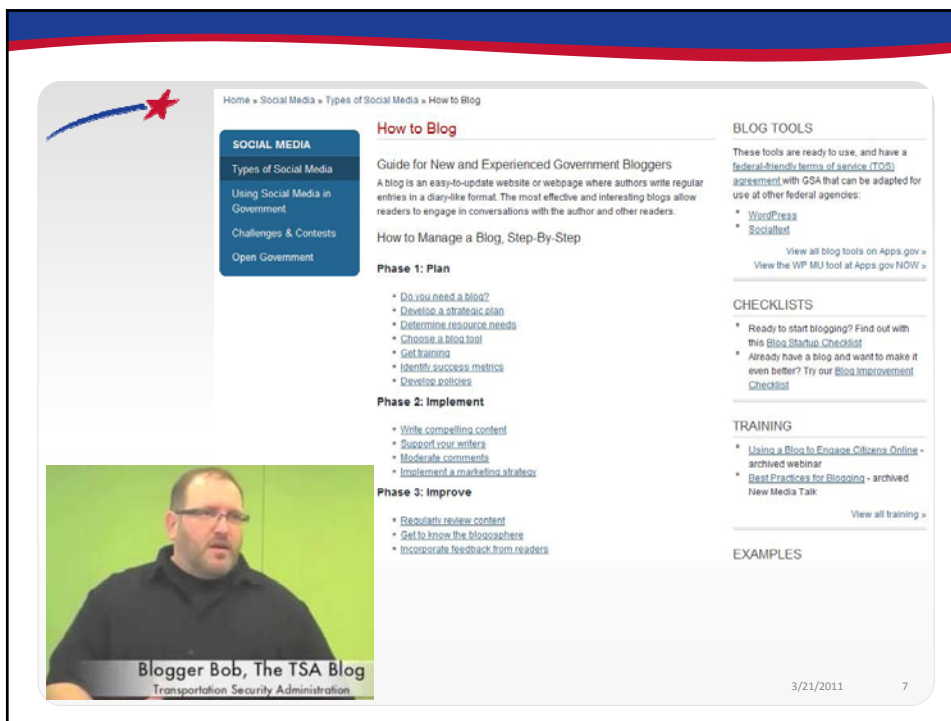
- Instructional
  - Content is presented in the “how to” model
  - At-a-glance, step-by-step, start-to-finish
- Collaborative
  - Community-developed content, comments, ratings, agency examples, expert interviews
- Engaging
  - Words, pictures, sound, social



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**SOCIAL MEDIA**

- Types of Social Media
- Using Social Media in Government
- Challenges & Contests
- Open Government

**How to Blog**

Guide for New and Experienced Government Bloggers

A blog is an easy-to-update website or webpage where authors write regular entries in a diary-like format. The most effective and interesting blogs allow readers to engage in conversations with the author and other readers.

How to Manage a Blog, Step-By-Step

**Phase 1: Plan**

- [Do you need a blog?](#)
- [Develop a strategic plan](#)
- [Determine resource needs](#)
- [Choose a blog tool](#)
- [Get training](#)
- [Identify success metrics](#)
- [Develop policies](#)

**Phase 2: Implement**

- [Write compelling content](#)
- [Support your writers](#)
- [Moderate comments](#)
- [Implement a marketing strategy](#)

**Phase 3: Improve**

- [Regularly review content](#)
- [Get to know the blogosphere](#)
- [Incorporate feedback from readers](#)

**Blogger Bob, The TSA Blog**  
Transportation Security Administration

**BLOG TOOLS**

These tools are ready to use, and have a [federal-friendly terms of service \(TOS\)](#) agreement with GSA that can be adapted for use at other federal agencies:

- [WordPress](#)
- [Socialtext](#)

[View all blog tools on Apps.gov »](#)  
[View the WP MU tool at Apps.gov NOW »](#)

**CHECKLISTS**

- Ready to start blogging? Find out with this [Blog Status Checklist](#)
- Already have a blog and want to make it even better? Try our [Blog Improvement Checklist](#)

**TRAINING**

- [Using a Blog to Engage Citizens Online](#) - archived webinar
- [Best Practices for Blogging](#) - archived New Media Talk

[View all training »](#)

**EXAMPLES**

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**GOAL - Improve Service Across Government**

- Model a Great Customer Experience
  - Collaborate with experts to develop the best solutions
  - Deliver practical implementation advice for each channel
  - Show agency managers how it all fits together
- Philosophy of Constant Improvement
  - Good, but never “good enough”
  - Always looking for the next great idea and how to implement

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## Forward Focus

- Helping agencies improve the customer experience
  - Plain Writing/PL
  - Search/SEO
  - Create content once, deliver in many ways (website, mobile, text, APIs, ???)
- Supporting communities of practice
  - This community – the people in this room – are the model
  - Do you have something to share? Submit content – video or text – or let us know if you'd like to be interviewed



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